

- Sub C 1*
- (1) receiving said information transmission at a transmission station;
 - (2) generating an instruct-to-embed signal effective to cause said broadcast or cablecast transmission station to cease embedding a specific unit of data or control signal, and embed a different unit of data or control signal in said broadcast or cablecast information transmission; and
 - (3) transmitting said broadcast or cablecast transmission.

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4 A method of controlling the transmission of data or control signals by a broadcast or cablecast transmission station, said transmission station comprising at least one signal generator for embedding a unit of data in an information transmission; at least one transmitter for transmitting a broadcast or cablecast information transmission; and at least one processor, controller, or computer for controlling the communication of information to or the embedding of information at said signal generator, comprising the steps of:

- (1) receiving said information transmission to be transmitted;
- (2) receiving an instruct signal which is effective to:
 - (a) effect a transmitter station to generate an instruct-to-embed signal effective to cause said broadcast or cablecast transmission station to cease embedding a specific unit of data or control signal, and embed a different unit of data or control signal in said broadcast or cablecast information transmission; or
 - (b) effect a receiver station to generate an instruct-to-embed signal effective to cause said broadcast or cablecast transmission station to cease embedding a specific unit of data or control signal, and embed a different unit of data or control signal in said broadcast or cablecast information transmission;
- (3) receiving a transmitter control signal which operates at said transmitter station to communicate said instruct-to-embed signal to a transmitter station transmitter; and